

Studebaker

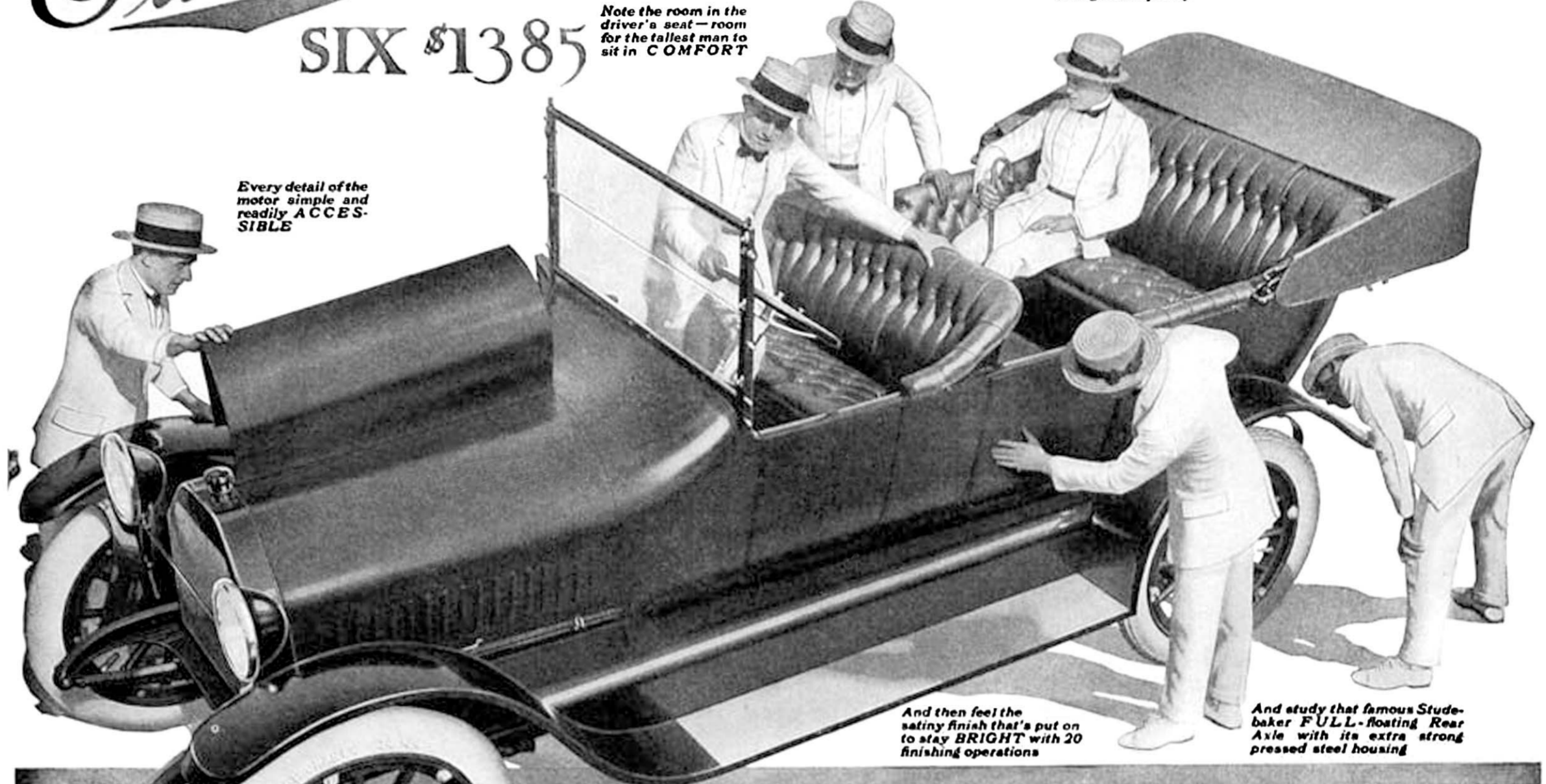
SIX \$1385

See how wide and easy-opening the doors are—hinges and catches cunningly hidden

And sit on the deep and restful cushions—glove-soft leather of highest quality

Note the room in the driver's seat—room for the tallest man to sit in COMFORT

Every detail of the motor simple and readily ACCESSIBLE



And then feel the satiny finish that's put on to stay BRIGHT with 20 finishing operations

And study that famous Studebaker FULL-floating Rear Axle with its extra strong pressed steel housing

Look for Quality EVERYwhere — not just in "spots"

You can find many cars that excel in this or that detail of construction. One will talk POWER steadily—because it has paid most attention to power—developed that one quality more highly than others. Another, perhaps, will talk of its light weight—because its engineers have devoted especial attention to doing away with useless weight. Others will tell you of this or that BIG excellence. But Studebaker emphasizes no ONE excellence in this Studebaker SIX to the exclusion of all others. For the simple reason that Studebaker has built this Six to be 100 per cent. quality from "stem to stern."

It's the "evenly built" SIX

Straight thro' the car you can go and find QUALITY in every detail. No one feature over-developed. But every one as highly developed as Studebaker's \$45,000,000 resources permit.

And that is why men who have in the past paid high prices for Sixes—twice, thrice the price of this Studebaker SIX—now are buying Studebakers. They find that at \$1385, this Studebaker SIX gives all that formerly they paid much higher prices for.

They want BEAUTY—and they find it in this SIX. They find a long and massive car—a car that sits close to the road. With long, unbroken lines sweeping back in graceful curves.

A satiny lustre that STAYS bright

And a finish that few cars at any price can match—a smooth and satiny lustre that STAYS new—because it is worked on thro' 20 operations during the two months the car stays in the paint-rooms.

And not a detail is overlooked to enhance the beauty of the car, either. Handsome CROWN fenders and running-boards free of tires and tool-boxes, hidden handles of the doors—all lend grace to the looks of the car.

They want COMFORT—and they find it in this SIX. They find a big, inviting car—with room enough in the driver's seat for the tallest man to sit in comfort, even thro' long days of touring. Plenty of room in the tonneau, too.

Deep, restful cushions of high-grade leather

And the wide, roomy cushions, so deep and restful, are alluring to the man who has owned the costliest of cars.

The doors, too, are wide and easy to open. The hinges and the catches are cunningly hidden so that no latch lies in ambush to rip even the fluffiest of summer dresses.

But what of POWER? comes the query. And merely a glance at that simple motor suffices to convince any man who knows motors of the silent and flexible power this SIX has.

See how simply and cleanly designed it is—marvelously accessible in its every detail—built to develop power—but ECONOMIC power that takes you uphill and down, over any roads, always making every drop of gasoline PULL.

Silent and Flexible Power

And then, the simple, RELIABLE-at-any-speed Battery ignition system that Studebaker uses in place of the magneto. Most of the leading cars have discarded the magneto—but Studebaker is especially fortunate in having done so THREE years ago—and in having had THREE extra years' experience of over 100,000 Studebaker owners to work on in the development of this Electric System.

And then, as you study the rest of the car's make-up, that Studebaker FULL-floating Rear Axle, for example, catches the eye of

every man who has ever driven a car. Simplicity itself in design, it says at a glance to the man who knows cars—"SAFETY" and "ACCESSIBILITY."

The EASIEST-riding Car you ever sat in

The radius rods and torque arm say that the car rides freely and smoothly on ANY roads. For they take the driving thrusts off the long, flat springs that you find in the rear. Wonderful springs they are, too—a marvel to the man who knows the difficulties of spring designing. For they are the outcome of THREE long years' experiment with designs and steels of a hundred alloys. Three-quarter elliptic, with spring-shackles at both ends to take up end-play, they make the car marvelously EASY-riding.

You find a brake equalizer such as only one of the \$5,000 cars uses. Oversize brakes, too, that insure SAFETY. You find a deft balance of chassis that makes the car EASIER-riding, easier-driving—easier on tires, too.

Can you get more—even tho' you pay more?

And so you can go from stem to stern of this Studebaker SIX and find QUALITY—in every little detail. And when you stand it side by side with other cars, even at twice its price, you will have to answer a very decided doubt in your own mind as to whether you CAN get more than \$1385 will buy in this Studebaker SIX. See it at your local Studebaker dealer's—and EARLY if you hope for prompt delivery.

Order NOW —if you want a Studebaker

That's our advice on the day this issue of The Scientific American goes to press. With 148-acre plants, the largest in the industry, most of them running overtime, we aren't going to be able to fill anything like the orders we're getting. We've built 25,000 cars during the last six months—the winter months at that—and even then, there's a Shortage of SIXES in sight. Your local Dealer may have a few left—but not for long. Better see him NOW.

Studebaker Prices

Studebaker ROADSTER . . .	\$ 985
Studebaker FOUR	985
Studebaker SIX, 7-passenger	1450
F. O. B. Detroit	

Prices in Canada

Studebaker ROADSTER	\$1250
Studebaker FOUR	1250
Studebaker SIX	1750
Studebaker SIX, 7-passenger	1825

STUDEBAKER — DETROIT

Canadian Plants, Walkerville, Ont.